MARKETING YOUR COMPANY:
Planning to Grow Gallons and Customers

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Our experience with hundreds of leading propane companies in 34 states across the country over the last 25 years.
Our work with 19 fuel associations, which gives us unique insights and hundreds of thousands of data points.
What Informs Our Thinking

Proprietary market research into the buying decisions of propane consumers

<table>
<thead>
<tr>
<th></th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Not Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Heating</td>
<td>54%</td>
<td>39%</td>
<td>3%</td>
</tr>
<tr>
<td>Water Heating</td>
<td>57%</td>
<td>36%</td>
<td>3%</td>
</tr>
<tr>
<td>Indoor Cooking</td>
<td>57%</td>
<td>35%</td>
<td>3%</td>
</tr>
<tr>
<td>Clothes Drying</td>
<td>61%</td>
<td>28%</td>
<td>4%</td>
</tr>
<tr>
<td>Marketing $ per Active Customer</td>
<td>&lt; 4,000</td>
<td>4,000-12,000</td>
<td>&gt; 12,000</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------</td>
<td>--------------</td>
<td>---------</td>
</tr>
<tr>
<td>$30</td>
<td>$25</td>
<td>$28</td>
<td></td>
</tr>
<tr>
<td>Marketing $ As A % of Gross Profit</td>
<td>4.8%</td>
<td>3.9%</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

**How Much?**

Benchmarking with 60 Fuel Companies
## Marketing Mix

<table>
<thead>
<tr>
<th>Category</th>
<th>Less than 4,000 Customers</th>
<th>4,000-12,000 Customers</th>
<th>12,000+ Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet and Social</td>
<td>37%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Marketing Personnel</td>
<td>18%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Direct Mail to Prospects</td>
<td>9%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Radio</td>
<td>7%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Customer Communications</td>
<td>6%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Yellow Pages</td>
<td>5%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Print Advertising</td>
<td>4%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Donations/Sponsorships</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Guerilla Marketing</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Logos, Signage, Vehicle Wraps</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Television</td>
<td>1%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>Trade Shows</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
GETTING THE TACTICS RIGHT
Start with your Brand

Make yourselves look like the BEST CHOICE to your target customers, and find multiple ways to reinforce it.
The purpose of branding is to differentiate your company in the marketplace and to get consumers to identify it as different, better, special, so they feel they have good reasons to buy from you at the prices you want to charge.

Start by asking: What do we want people to think about us? Then figure out all the ways to get that across.
What Matters Most to Residential Propane Customers?

- Dependability
- Safety
- Reasonable prices
- Nice
- Easy/Convenient
- Efficiency

What is overrated?

- Family-owned
- Local
- Cheapest
Two Examples of Companies We’ve Worked with to Make Their Brand More Meaningful
SERVICE, QUALITY AND VALUE — GUARANTEED.

OUR GUARANTEES
Other companies talk about good service, we guarantee it. That's why switching to Murray-Heutz is a great move.

EQUIPMENT OPTIONS
Check out our equipment options and specials. We offer the best equipment available...

ADD PROPANE
Discover all the ways we can keep you comfortable and save you money with propane.
Help us spread the warmth!

Dear Friends,

As fall sets in and winter quickly approaches, Murray-Heutz Oil and Propane is thinking about all your cold-weather needs. As always, you can count on us to deliver on our promise of service, quality and value—guaranteed. This year, however, we’re taking that promise to a higher level.

Many families in our area struggle to keep their homes warm. With that in mind, we’ve launched Spread the Warmth, a charitable campaign to help families in Central Maine heat their homes. Along with our partner, Catholic Charities of Maine, we will select a homeowner to receive a new furnace or boiler—free of charge.

Here’s how it works:

Doug Sanders

...home—can make a nomination.

Along with Catholic Charities of Maine, we’ll select one household to receive the new heating system and, before December 25, the Murray-Heutz team will donate its time and expertise toward the system’s installation.

If you don’t have a nominee in mind, but would like to take part in the campaign, you can make a monetary donation. All donations will help other families in need. If we raise enough funds, we’ll donate additional heating systems and the labor to install those systems. To participate, please go to SpreadtheWarmthME.org.

Thank you in advance for helping us Spread the Warmth to our friends and neighbors.

Staying positive about heating fuel prices

As we enter another heating season, optimism remains high for the long-term stability of oil and propane prices. Advances in technology have brought us historic levels of domestic production, and heating fuel that burns more cleanly than ever.

Thanks to slow growth in global demand and a huge increase in U.S. production, the cost of heating oil and propane is remaining stable. And while there’s always a chance that prices may...
Murray-Heutz Oil and Propane and Catholic Charities Launch Charitable Campaign to Help Families in Central Maine Stay Warm This Winter

Murray-Heutz Oil and Propane has launched a new program called **Spread the Warmth** to help struggling families get through tough times.

This year, we are asking members of the community to nominate individuals and families who need a new heating system but can’t afford one.

Working with our partner **Catholic Charities Maine** we will select one homeowner to receive a new furnace or boiler free of charge. Murray-Heutz will then volunteer their time to install the heating system before December 25th.
Murray-Heutz Oil and Propane

January 8

We would like to take a minute to say a BIG thank you to our delivery drivers, service techs, and customer service reps, working around the clock, braving the storm, and doing their absolute best to meet our customers' needs during the extreme weather conditions last week. We truly appreciate your hard work and commitment to serving our customers! We are still catching up and making our deliveries as quickly as possible!

Murray-Heutz Oil and Propane

February 19

A look into one of our deliveries last week! A must-read for your Monday morning....

Gilman Dube stood in his front doorway early Wednesday, his face revealing a look of utter surprise. He knew he had not ordered heating oil, but the familiar faces of his oil delivery men were at his door. One of the delivery men was holding flowers and a box of chocolates.... See More

Murray-Heutz Oil and Propane

February 6

As many of you know, we partnered with Catholic Charities Maine, for our Spread the Warmth project to bring a new heating system to a family in need.

The Holt Family have been customers of Murray-Heutz Oil and Propane since the Murray family started the business - Randy Murray himself installed the previous heating system over 30 years ago! It was great to see them selected by Catholic Charities and be able to help them stay warm. Being able to give back to the communities we... See More
GREEN IS GOOD.

Propane is a clean-burning fuel that saves you money. Just about any appliance that runs on electricity operates more efficiently on propane!

LEARN MORE

The #1 fuel delivery company in the Ithaca area!

As a family owned and operated business in the Finger Lakes region since 1949, we understand the importance of living by our word—and the value of operating our business in a professional manner. Because in everything that we do at Ehrhart Energy, it’s not just business, it’s personal!

Whether we are installing or servicing your equipment or providing a safe and reliable supply of a range of fuels—from propane and Autogas to biofuel and wood pellets—our energy experts will get the job done right for you with the highest commitment to your safety and satisfaction.
Home propane uses

Most people are familiar with the use of propane as a fuel for cooking, hot water and heating. Everyone appreciates the low maintenance of beautiful propane gas hearth products and the warmth of a shower powered by a propane gas hot water heater.

For those who live “off the grid,” or experience power failures, indoor gas heaters can continue to heat your home when the power is out. It is ideal for whole-house gas generators, too, where gasoline or diesel goes bad after being stored too long.

New uses for propane are being invented every day, too! Scientists are using propane in development of fuel cells, cogeneration and distributed generation systems.

We have an extensive listing of many other propane appliances on our equipment page.

When it comes to in-home propane, Ehrhart Energy is the #1 residential propane delivery and service dealer in Ithaca and all of Upstate NY.

Ehrhart Energy promises all customers that you will always have heat in the winter, with prompt delivery of any fuel we provide.

You will also always get fair pricing when buying any of our fuels, equipment, or services. We care— you can count on it.
Questions about our Service during this Frigid Weather Emergency

In recent weeks, over 300 cold weather records have been set in the Northeast and Mid-Atlantic. More frigid weather is on its way. We are doing everything we can to keep pace with this extraordinary cold wave.

I want to personally assure you that we are working double time to make sure your homes stay warm. You may have seen some news statements about other companies who have run out of propane or whose plants... See More
1998:
- Don’t get in strangers’ cars
- Don’t meet people from the internet

2018:
- Literally summon strangers from the internet so you can get in their cars.
How Do We Spend Our Time?

5.5 Hours per day online
65% Consider Reviews

Wilson Oil and Propanereviews - Wallingford, PA 19086. 1 through 50 ...
https://www.reviewbuzz.com/WilsonOilAndPropane/
Rating: 5 - 184 reviews
184 reviews of Wilson Oil and Propane

Wilson Oil - 12 Reviews - Air Duct Cleaning - Heating & Air ... - Yelp
Rating: 3.5 - 12 reviews
12 reviews of Wilson Oil. I just moved into the house and never had oil. During the recent power outage, our generator was running on propane, and we ...
How Propane Consumers Research Appliance Purchases

Warm Thoughts Market Research

- Read Consumer Reviews: 62%
- Online Research: 59%
- Recommendation from family, friends, coworkers, and neighbors: 52%
- Employees at stores such as Home Depot, Lowe's and ACE: 47%
- Recommendation from installer or contractor: 41%
- Paid review and screening services such as Angie's List: 17%
2017 Study of Relative Impact on Lead Generation

- Social Media Marketing: 24.8%
- SEO: 41.0%
- PPC: 34.2%
What is the purpose of your website?

#1 Capture potential customers

- You have the products and services I am looking for.
- You are in my local area.
- You are somebody I want to do business with. BRAND!

DON’T:
- Lots of photos of trucks and tanks.
- Lots of old photos of your company from 50 years ago.
- Outdated design.
- Out of date content.

DO:
- Customer Reviews.
- Real people pics.
- Contemporary MOBILE-FIRST design.
- Strong calls-to-action.
- Search engine optimized.
Having a website without search engine optimization is like throwing a party and not sending out any invitations.

**DON’T:**
- Write your content just for your customers.
- Think your website is done when you launch it.
- Tolerate slow page-load speed, 404 errors, and other crawl errors.
- Go short with content.

**DO:**
- Keyword rich copy.
- Regular review of analytics and adjust to improve rankings.
- Add new copy added regularly (keyword rich blogs, press releases, newsletters). Location pages.
- Google My Business!
This company showed up on page 5 of the Google search engine results for “propane delivery Albuquerque” despite the fact that they are located in the area.

Reasons: Keywords in the headers are “prompt gas delivery services” and “get a gas cylinder delivered to your home.” Most searches for propane use the word propane, not gas. Also the headers don’t have any location references so the site won’t rank for them.

To rank on page 1, they would have to make all headlines throughout the site *keyword rich.*
#2 Get existing customers to buy more from you

- Give your customers a reason to go to your website (online bill pay) and then promote the heck out of what you sell.

COUNTER-INUITIVE TIP...
Have robust content about propane appliances, whether or not you install them.
Engaging image, clean navigation, optimized for search
Here's a look at what your neighbors have to say about Wilson:

⭐⭐⭐⭐⭐

“I would like to take this opportunity to thank you for the excellent service you provided me yesterday in my time of 'crisis.' I am very happy that I made the choice to become a Wilson customer and will recommend your company to all of my friends.”
— Elva A., Essington, PA

⭐⭐⭐⭐⭐

“We have done business with Wilson for over 30 years and have been very pleased with their products and service. Would recommend them to anyone needing oil deliveries or heater and air conditioning check-ups.”
— Mary W.

Highlighting reviews with links to more of them

Becoming our customer is as easy as 1-2-3. Contact us today and ask Wilson Oil & Propane to be your dependable fuel and year-round service provider.

Choose automatic delivery and you never have to worry about running out of fuel! In fact, we guarantee you won’t run out!

Minimize repair costs, keep your system running efficiently and get guaranteed priority service.

Aeroseal is the single most effective and efficient method for duct sealing NOW available!
Frequent blog posting drives traffic to the site if it is keyword driven. Tax credits, hot water installations, propane generators, etc.

How to Get Federal Tax Credits for New Heating/Hot Water Installations
Posted: March 27, 2018
Here's some great news after the worst winter we've gone through in five years. The federal tax credit for new equipment that expired at the end of 2016 has recently been modified by Congress to kick in retroactively through all of 2017.

Propane Generators for your Delaware Valley Home
Posted: March 21, 2018
You know the saying about the month of March coming in like a lion. Well, that beast has been roaring non-stop this month, thanks to one Nor'easter after another.
Specific content to address common questions – what’s the difference between a vented and a vent free fireplace. Note, that would also make a great blog post because there is search on that topic

Make us your

It is as important to choose the best — and safest — gas fireplace for your needs. That begins with whether you need a vented gas fireplace or a vent-free gas fireplace. But even once you determine that, there can be many decisions remaining, including dimension, material, room placement, and even construction needs as part of installation.

The best way to do select the ideal gas fireplace for your home is to visit one of our awesome showrooms to see our working gas fireplaces with log sets. You can see them at rest or aflame, and discuss various considerations with our highly trained, no-pressure sales people.

Also be sure to learn more about our home propane delivery services and other gas appliance offerings. You will soon learn that Freeman Gas is your ideal one-stop solution for all of your propane gas needs!

We carefully research all featured gas fireplace brands and recommend only the best quality to you. Also depend on us for installation, service, and fuel delivery. Contact us to speak with a representative today!
Search Engine Marketing

- Paid search: Pay Per Click, Display, Retargeting, etc.
- Expect Cost Per Click - $4-6*
- Potential Cost per Call - $15-$30*

KEYS TO SUCCESS:

- Set the right budget
- Track your results
- Listen to your calls!
If Facebook were a country, it would be the largest in the world.
Facebook Ad revenue is skyrocketing
Prospects come to see what you are like, who you are.

KEYS TO SUCCESS:

• All work and no play makes Jack a dull boy.
• Likes are important but engagement is king.
• Respond to negative comments QUICKLY and KINDLY, then take it offline.
• Post every day.
• Experiment with advertising.
■ A Good List is Essential
■ Frequency + Reach
■ Creative includes offer
■ Put a tracking number on it
■ Test: list, offers, creative, frequency,
What are they thinking?
If you don’t use propane for each of these categories, how likely are you to replace your unit with propane:

<table>
<thead>
<tr>
<th>Service</th>
<th>Combined Very and Somewhat Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water Heating</td>
<td>66%</td>
</tr>
<tr>
<td>Generator</td>
<td>65%</td>
</tr>
<tr>
<td>Home Heating</td>
<td>63%</td>
</tr>
<tr>
<td>Fireplace</td>
<td>62%</td>
</tr>
<tr>
<td>Indoor Cooking</td>
<td>60%</td>
</tr>
<tr>
<td>Space Heating</td>
<td>56%</td>
</tr>
<tr>
<td>Clothes Drying</td>
<td>53%</td>
</tr>
<tr>
<td>Pool Heating</td>
<td>44%</td>
</tr>
</tbody>
</table>
If Someone Doesn’t Use Propane Now for Water, and Doesn’t Intend to, Here Are The Reasons:

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety Concerns</td>
<td>41%</td>
</tr>
<tr>
<td>Costs More To Operate</td>
<td>31%</td>
</tr>
<tr>
<td>Didn’t Know Propane Water Heaters Were Available</td>
<td>27%</td>
</tr>
<tr>
<td>Too Difficult To Install</td>
<td>23%</td>
</tr>
<tr>
<td>Less Energy Efficient</td>
<td>19%</td>
</tr>
<tr>
<td>Not A Good Value</td>
<td>11%</td>
</tr>
<tr>
<td>Not Good For The Environment</td>
<td>8%</td>
</tr>
<tr>
<td>Lower Quality Product</td>
<td>4%</td>
</tr>
</tbody>
</table>

Base: 75 respondents who indicated that they are unlikely to choose a propane fueled water heater on their next purchase.
# Reasons For Not Purchasing a Propane Heating System

If you chose another fuel when you replaced your heating system, why didn’t you choose Propane?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never thought to consider a propane-fueled system</td>
<td>37%</td>
</tr>
<tr>
<td>Safety concerns</td>
<td>19%</td>
</tr>
<tr>
<td>It was not recommended by the installer</td>
<td>19%</td>
</tr>
<tr>
<td>I didn't think that a propane-fueled system was even...</td>
<td>13%</td>
</tr>
<tr>
<td>The system was too expensive</td>
<td>11%</td>
</tr>
<tr>
<td>Too costly to convert from another fuel</td>
<td>11%</td>
</tr>
<tr>
<td>It was less energy efficient than other options</td>
<td>11%</td>
</tr>
<tr>
<td>Operating costs would be too high</td>
<td>9%</td>
</tr>
<tr>
<td>Propane is bad for the environment</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: 70 respondents who replaced their home heating system and chose not to purchase a propane fueled system.
Services Offered by Propane Delivery Company

- Install water heaters: 34%
- Repair and maintain home heating systems: 34%
- Repair and maintain water heaters: 33%
- Install home heating systems: 32%
- Repair and maintain home appliances: 28%
- Install home appliances: 24%
- Install fireplaces/artificial log sets/outdoor fire pits: 20%
- Don't know: 35%
- None of these: 7%

Base: Total = 775
Some Final Thoughts

✓ Don’t buy radio spots just because the sales person is persistent.
✓ Don’t advertise on college football because you like the team.
✓ Put a tracking number on your sacred cows.
✓ Your history matters to you more than to your prospect.
✓ Are you really still spending a lot on Yellow Pages?
✓ Test and track but be careful about attribution
✓ Changing Customer service approach doesn’t happen with one training session
If you’d like to discuss this, or how our company might help you generate Breakthrough Results, just call or email.

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